

Message Text

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16

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 HUD-02 DRC-01 /064 W

----- 123416

P R 231507Z SEP 74

FM AMCONSUL ZAGREB

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC 2721

AMEMBASSY BELGRADE

UNCLAS ZAGREB 0877

USIAC FOR IEE, ICS/E

E.O. 11652: N/A

SUBJECT: CLOSING 1974 "TECHNOLOGY FOR AMERICAN HOME" EXHIBITION

REF: A) ZAGREB 0839; B) ZAGREB 0841; C) ZAGREB 0848; D) ZAGREB 0865

1. ZAGREB FALL FAIR CLOSED SUNDAY, SEPTEMBER 22. U.S. PAVILION ATTENDANCE 304,000. SINGLE HIGH REGISTERED LAST DAY 55,000.

2. PAVILION HIGHLIGHTS WERE OPENING DAY VISIT BY PRIME MINISTER BIJEDIC, SEPTEMBER 12 (REFTEL A); "AMERICA DAY RECEPTION HOSTED BY AMBASSADOR TOON AND REMARKS BY PRESIDENTIAL REPRESENTATIVE MAYOR LYMAN S. PARKS, SEPTEMBER 13 (REFTEL B); VISIT BY PRESIDENT TITO AND MADAME BROZ, SEPTEMBER 16 (REFTEL C); VISIT BY MEMBER OF FEDERAL PRESIDENCY EDWARD KARDELJ, SEPTEMBER 21 (REFTEL D). ADDITIONAL VIP VISITS INCLUDED PETAR STAMBOLIC, VICE-PRESIDENT SFRY PRESIDENCY; KIRO GRIGOROV, PRESIDENT OF SFRY ASSEMBLY ACCOMPANIED BY DR. IVO PERISIN, PRESIDENT OF CROATIAN ASSEMBLY. VIP VISITORS SHOWED GOOD DEAL INTEREST IN EXHIBITION.

3. IN INFORMAL INQUIRIES BY GUIDES, VISITORS WERE IMPRESSED BY EXHIBIT AND CALLED U.S. EXHIBIT MOST POPULAR ON FAIRGROUNDS.

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4. MEDIA REACTION EXTENSIVE AND FAVORABLE: 27 ARTICLES HAVE

APPEARED LOCAL PRESS, MANY WITH PHOTOS FROM PRESS KITS. U.S.
PAVILION AIRED BY ZAGREB TV SIX OCCASIONS, BY RADIO THREE.
LEADING CROATIAN ECONOMIC NEWSPAPER PRAISED ADVANTAGES OF U.S.
THEMATIC APPROACH EXHIBITS. MAYOR PARKS' VISIT RECEIVED
EXCELLENT COVERAGE.

5. BASED ON REACTION OF PUBLIC AND MEDIA, EXHIBITION THEME
SUPERBLY TIMED AND IN TUNE WITH GENERAL HIGH INTEREST HOME BUILDING
AND FURNISHING IN YUGOSLAVIA.
WILSON

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Message Attributes

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Decaption Note:
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Disposition Authority: n/a
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Disposition Event:
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